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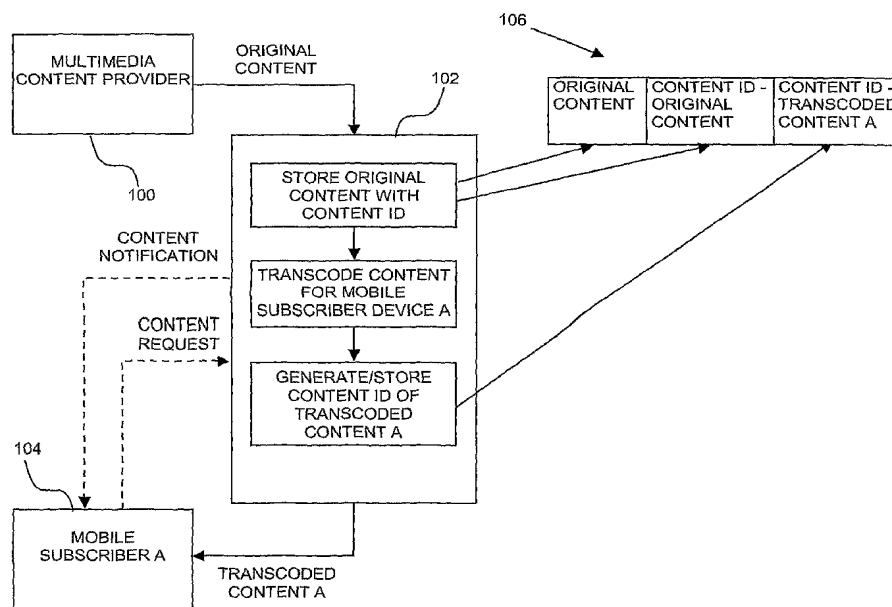
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- (71) Applicant (for all designated States except US): **NDS LIMITED** [GB/GB]; One London Road, Staines Middlesex TW18 4EX (GB).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **MAIL, David** [IL/IL]; 16 Emek Dotan St., 44862 Zur Igal (IL). **SOLOW, Hillel** [IL/IL]; 115 Shimon St., 99543 Beit Shemesh (IL). **WAISBARD, Erez** [IL/IL]; 7 Moshe Dayan St., 60401 Or-Yehuda (IL). **SELDIN, Anatoly** [IL/IL]; 18/3 Rabbi Meir St., 93185 Jerusalem (IL). **BOGOT, Carmi** [IL/IL]; 13 Ha-Metzlitayim St., 98420 Maaleh Adumim (IL).
- (74) Agent: **SWIRSKY, Daniel J.**; AlphaPatent Associates Ltd., P.O.B. 2345, 99544 BEIT SHEMESH (IL).
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(54) Title: OPTIMALLY ADAPTING MULTIMEDIA CONTENT FOR MOBILE SUBSCRIBER DEVICE PLAYBACK



(57) Abstract: A multimedia content distribution method including a) storing an item of a multimedia content, b) firstly transcoding the content for playback on a first multimedia device, c) generating a content ID of the firstly transcoded content, d) storing the content ID of the firstly transcoded content in association with the stored content, e) accessing the stored content using the content ID of the firstly transcoded content, and f) secondly transcoding the stored content for playback on a second multimedia device.

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